

AMENDMENTS TO THE CLAIMS

Claims 1, 3-16 and 34-39 (Cancelled).

40. (New) A method of presenting advertising information comprising the steps of:
storing an application, data to be acted upon by the application and advertising data in
computer readable form;

displaying an advertisement based on the advertising data;
running the application using the data to be acted upon by the application;
terminating the application;
while the application is terminated, receiving and saving additional data to be operated
upon by the application and additional advertising data;
displaying an advertisement based on the additional advertising data; and
running the application using the additional data to be acted upon by the application.

41. (New) The method of claim 40 wherein said step of displaying an advertisement
based on the additional advertising data comprises the step of displaying an advertisement based
on the additional advertising data in response to a request to run the application using the
additional data to be acted on by the application.

42. (New) The method of claim 41 including the additional step of, after displaying an
advertisement based on the additional advertising data, requiring an input from a user before
running the application using the additional data.

43. (New) The method of claim 40 including the additional step of storing an execution
result of running the application and wherein said step of receiving and saving additional data to
be operated upon by the application comprises the step of receiving additional information to be
acted upon based on the stored execution result.

44. (New) The method of claim 40 including the additional step of specifying the

additional advertising information to be received.

45. (New) The method of claim 40 wherein said step of displaying an advertisement occurs before said step of running the application using the data to be acted upon by the application.

46. (New) The method of claim 40 wherein said step of displaying an advertisement based on the additional advertising data occurs before running the application using the additional data to be acted upon by the application.

47. (New) An information processing apparatus comprising:
an information storing medium storing an application, data to be acted upon by said application, and advertising data;
a processor for running the application using the data to be acted upon by said application and for displaying an advertisement based on said advertising data;
an information receiving unit for receiving, when said processor is not running the application, additional data to be acted upon by said application and additional advertising data; and
an input for inputting an instruction to run said application using said additional data to be acted upon by said application.

48. (New) The information processing apparatus of claim 47 wherein said application comprises a game.

49. (New) The information processing apparatus of claim 47 wherein said information storing medium stores an execution result of said application.

50. (New) The information processing apparatus of claim 49 including an advertising specifying unit for specifying additional advertising data.

51. (New) The information processing apparatus of claim 47 wherein said input for inputting an instruction comprises an input for inputting either an instruction to run said application using said data to be acted upon by said application or said additional data to be acted upon by said application.

52. (New) A method of presenting advertising information comprising the steps of:
storing an application, data to be acted upon by the application and advertising data in computer readable form;

displaying an advertisement based on the advertising data;
running the application using the data to be acted upon by the application;
receiving and saving additional data to be operated upon by the application and additional advertising data;
receiving a request to run the application using the additional data to be operated upon by the application;
in response to the request to run the application using the additional data to be operated upon by the application and before running the application, displaying an advertisement based on the additional advertising data; and
running the application using the additional data to be acted upon by the application.